

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of: Jeffry Jovan Philyaw  
Serial No.: 09/614,937  
Confirmation No.: 2472  
Filed: July 11, 2000  
Group: 2444  
Examiner: SHAW, Peling Andy  
For: LAUNCHING A WEB SITE USING A PASSIVE TRANSPONDER

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

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**AMENDMENT AFTER FINAL**

This communication is responsive to the Examiner's Final Office Action mailed August 18, 2010. Applicant is submitting herewith a Request for Continued Examination. Applicant requests that any previously non-entered Amendments not be entered. Reconsideration is respectfully requested.

**Amendments to the Claims** are reflected in the listing of claims beginning on page 2 of this paper.

**Remarks/Arguments** begin on page 7 of this paper.